



A brand of Predusk Technology Pvt. Ltd.

## Case Study

# ProcessVenue Transforming Cruise Fare Quoting with AI- Powered Tool for a U.S.-Based Travel Agency

[www.processvenue.com](http://www.processvenue.com)



## Client Overview

Our client is a U.S.-based travel agency specializing in cruise vacations for individual travelers, families, and groups.

Agents were manually checking multiple cruise line portals, rate sheets, and promotions to prepare each quote.

This process was slow, error-prone, and inconsistent—leading to delayed responses, missed deals, and difficulty tracking margins across quotes.

The agency partnered with ProcessVenue to deploy fare quotation tool, our AI-powered cruise fare quotation tool, to streamline and speed up the entire quoting process.

[www.processvenue.com](http://www.processvenue.com)



# Objective

To modernize the agency's cruise fare quoting workflow by using tool to:

- Generate instant, accurate quotes with real-time pricing and promotions.
- Standardize markups, discounts, and margins across all agents.
- Reduce manual effort so agents can focus more on selling and customer experience.
- Improve response times and increase conversion on incoming leads and inquiries.



# Solution

**AI-Powered Quoting Engine:** Implemented tool to pull real-time fares, taxes, and promotions from multiple cruise suppliers and apply agency-specific markups.

**Guided Agent Experience:** Enabled agents to input trip preferences (dates, destinations, cabin type, budget) and receive curated options with ready-to-send quotes.

**Consistency & Controls:** Configured business rules for pricing, margins, and offer templates so all agents followed the same standards.

**Plug & Play Deployment:** Deployed tool alongside existing CRM and email tools, minimizing change for agents and enabling quick adoption.



# Value and Impact

Our services delivered the following benefits to our client:



**Up to 40% Faster Processing Time** per quote, enabling agents to respond to more leads each day.



**Higher Conversions:** Faster, well-structured quotes and better options led to a **significant uplift** in bookings from qualified inquiries.



**Reduced Manual Work:** Agents spent far less time searching rates and more time advising customers and closing sales.

5×

boost in conversions on timely  
responded cruise inquiries

99%+

pricing accuracy with  
Human + AI checks

20%

efficiency gain and lower  
operational cost per booking

AI-Powered Cruise Fare Quoting tool helped the agency quote “like a cruise line insider”—combining AI intelligence with the expertise of their best agents to win more customers and grow revenue.

# About ProcessVenue

At ProcessVenue, we believe outsourcing is more than just delegation—it is a powerful strategic alliance. It's about building partnerships that are deeply integrated with cutting-edge automation and AI. This synergy unlocks new levels of growth, efficiency, and innovation.

With over 15 years of experience, we have helped startups, enterprises, and global brands streamline operations, reduce costs, and enhance productivity through a process-driven approach.

Our AI-powered business process outsourcing solutions, combined with human expertise, ensure seamless execution, data security, and 24/7 global support—empowering your business to focus on what matters most.


# Why ProcessVenue

  
**15+**  
Years of Industry  
Experience

  
**20+**  
Countries  
Served

  
**10k+**  
Successful  
Projects

  
**24/7**  
Global  
Support

  
AI + Human  
Expertise

  
Regulatory  
Compliance  
(GDPR, ISO, SOC2 & HIPAA)



## Reach out to us

Email us: [info@processvenue.com](mailto:info@processvenue.com)


Know more: [www.processvenue.com](http://www.processvenue.com)

## INDIA



Predusk Technology Pvt. Ltd.  
130, New Sanganer Rd, opp.  
Metro Station, Shiva Colony,  
Sodala, Jaipur, Rajasthan 302019

## Reach us 24/7

 IND +91-982-888-5432

Follow us on:



Registered under  
**nasscom**

